

KOMU-TV

ANNUAL EEO PUBLIC FILE REPORT

The Purpose of this Annual EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: KOMU-TV, Columbia, MO and is required to be placed in the public inspection file of this station and on its web site.

The information contained in this Report covers the time period beginning October 1, 2011 to and including September 30, 2012 (the "Applicable Period").

The FCC's 2002 EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each vacancy, the recruitment source(s) utilized to fill the vacancy(including if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Positions for Which This Source was Utilized" refer to the number of the full-time positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person or over the telephone.

Appendix 1 to
Annual EEO Public File Report
Covering the Period October 1, 2011 - September 30, 2012
Station Comprising Station Employment Unit: KOMU-TV

Section 1: Vacancy Information

Full-Time Position Filled By Job Title	Total Interviewees	Recruitment Source of Hiree
1. Account Executive	6	Employee Referral
2. Custodian	1	MU Employment Portal
3. Support Systems Administrator	4	Employee Referral
4. Support Systems Analyst	3	MU Employment Portal
5. Marketing Specialist	7	Employee Referral
6. Graphic Designer	4	MU Employment Portal
7. TV Weathercaster	1	MU Employment Portal
Total # of people interviewed during applicable period	26	

Appendix 1 to
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Section 2: Recruitment Source Information

Company Name	Contact Name and Title	E-mail	Address	Position for which this source was utilized	Total number of interviews this resource provided
1. Vocational Rehabilitation	Alan Altmansberger Billing Specialist	N/A	1612 N Osteopathy, Ste B Kirksville, MO 63501	1 - 7	0
2. Job Point	Karen Apple Business Consultant	N/A	2116 Nelwood Dr., Ste 200 Columbia, MO 65202	1 - 7	0
3. MO Career Center	Jerry Brown Veterans Rep.	N/A	1500 Vandiver Dr., Ste 115 Columbia, MO 65202	1 - 7	0
4. MO Career Center – Jefferson City	Herrold Bullock Supervisor	N/A	1716 Four Seasons Dr, Jefferson City, MO 65101	1 - 7	0
5. Dept of Economic Development/Div of Workforce Dev	Mike Chittum Quality Assurance Specialist	N/A	421 East Dunklin St Jefferson City, MO 65101	1 - 7	0
6. Westminster College	Kristy Chitwood Office Coordinator	N/A	501 Westminster Ave Fulton, MO 65251	1 - 7	0
7. Columbia Career Center	Karl Christopher Placement Specialist	N/A	4203 S. Providence Columbia, MO 65202	1 - 7	0
8. Vocational Rehabilitation	Kelly Cook Deaf & Hard of Hearing Specialist	N/A	1500 Vandiver Dr, Ste 111 Columbia, MO 65202	1 - 7	0
9. Florida State University	Whitney Ellis Program Assistant	N/A	A4100 University Center Tallahassee, FL 32306	1 - 7	0
10. University of Missouri-Surplus	Frances Fisher Sr. Secretary	N/A	Surplus Property Bldg Columbia, MO 65211	1 - 7	0
11. Vocational Rehabilitation	Carol Gamm Smith Senior Counselor	N/A	1500 A Southridge Dr Jeff City, MO 65109	1 - 7	0
12. MO Division of Vocational Rehab	Neil Harms District Supervisor	N/A	1500 Southridge Dr Jeff City, MO 65109	1 - 7	0
13. St. Louis South Vocational Rehab	Barb Hoelzer Regional Director	N/A	3248 Laclede Station Rd St. Louis, MO 63143	1 - 7	0
14. Phillips Jr. College Placement Office	Rose Horton Placement Office	N/A	1010 W. Sunshine St. Springfield, MO 65807	1 - 7	0
15. Columbia College Grossnickle Career Svcs Ctr	Reyhan Jamerson Coordinator of Employment Svcs	N/A	1001 Rogers St Columbia, MO 65216	1 - 7	0
16. Whiteman Air Force Base	Deborah Kermick Civ USAF AFGSC 509	N/A	750 Arnold Ave Whiteman AFB, MO 65305	1 - 7	0

Appendix 2 to

Annual EEO Public File Report

Covering the Period October 1, 2011 - September 30, 2012

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Section 2: Recruitment Source Information

Company Name	Contact Name and Title	E-mail	Address	Position for which this source was utilized	Total number of interviews this resource provided
17. MO Career Center – Lebanon	Janet Kinnett Acting Supervisor	N/A	2639 S Jefferson Ave Lebanon, MO 65536	1 - 7	0
18. MO Career Center – Columbia	Nola Kramer	N/A	1500 Vandiver Dr, Ste 115 Columbia, MO 65201	1 - 7	0
19. Hickman High School	Ann Landes Chair Guidance Office	N/A	1104 Providence Rd Columbia, MO 65201	1 - 7	0
20. Nichols Career Center	Sharon Longan	N/A	605 Union Jeff City, MO 65101	1 - 7	0
21. Vocational Rehabilitation	Scott Mantooth	N/A	3024 Dupont Circle Jeff City, MO 65109	1 - 7	0
22. St. Louis CC in Flo Valley Career Svcs.	Pauline McFall Dept. Secretary	N/A	3400 Pershall Rd. St. Louis, MO 63135	1 - 7	0
23. Alternative Community Training	Jessica McNally Program Manager	N/A	220 Burlington Columbia, MO 65202	1 - 7	0
24. Harris-Stowe Career Svcs	Wanda McNeil Director, Career Svcs	N/A	3026 Laclede Ave. St. Louis, MO 63103	1 - 7	0
25. Vocational Rehabilitation	Janis Miller District Supervisor	N/A	3737 Harry S Truman Blvd St. Charles, MO 63301	1 - 7	0
26. MO Career Center	Craig Morton Veterans Rep.	N/A	1500 Vandiver Dr. Columbia, MO 65202	1 - 7	0
27. Metro Business College	Dan Nichols Placement Office	N/A	1407 Southwest Blvd Jeff City, MO 65109	1 - 7	0
28. St. Louis CC In Flo Valley Career Svcs	Ellen Nickrent CES Specialist	N/A	3400 Pershall Rd. St. Louis, MO 63135	1 - 7	0
29. Missouri River Regional Library	Julie Orscheln	N/A	P.O. Box 89 Jeff City, MO 65102	1 - 7	0
30. Job Point	Brenda Overkamp Director of Mktg	N/A	2116 Nelwood Dr. Ste 200	1 - 7	0
31. Div of Voc Rehab	Nichelle Pool Senior Secretary	N/A	1500 Vandiver Dr., Ste 111 Columbia, MO 65202	1 - 7	0
32. Northwest MO State University	Tonya Riley Career Svcs Specialist	N/A	800 University Dr Maryville, MO 65215	1 - 7	0
33. Stephens College Career Develop.	Amanda Roberts Director	N/A	1200 E. Bdwy Columbia, MO 65215	1 - 7	0

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34. Refugee & Immigration Svcs	Phil Stroessner Caseworker	N/A	201 W Broadway St Columbia, MO 65203	1 - 7	0
35. Moberly Area Community College	Patricia Twaddle Career Director	N/A	101 College Ave Moberly, MO 65270	1 - 7	0
36. The Job Center	Christine Varner	N/A	205 E Ash St Columbia, MO 65203	1 - 7	0
37. MO Career Center Mexico	Lana Vestal Supervisor	N/A	3626 B South Clark Mexico, MO 65265	1 - 7	0
38. DeVry University	Shelley Wales Senior Career Advisor	N/A	11224 Holmes Rd Kansas City, MO 64131	1 - 7	0
39. SEMO Career Services	Jerry Lee Westbrook Director	N/A	One University Plaza Cape Girardeau, MO 63701	1 - 7	0
40. Vocational Rehabilitation Rolla	Clarissa White District Supervisor	N/A	PO Box 550 Rolla, MO 65401	1 - 7	0
41. Linn State Technical College	Glenda Whitney Career Svcs Director	N/A	One Technical Dr Linn, MO 65051	1 - 7	0
42. Vocational Rehabilitation	Karen Wilson Voc Rehab Supervisor	N/A	2115 W Broadway Sedalia, MO 65301	1 - 7	0
43. MO Career Center Camdenton	Shirley Woolfolk Supervisor	N/A	106 W Hwy 54 Camdenton, MO 65020	1 - 7	0
44. Board of Probation and Parole Columbia	Lori Zuroweste District Attorney	N/A	1512 Heriford Dr Columbia, MO 65202	1 - 7	0
45. Alternative Community training	Vicki Shulte Career Specialist	N/A	2200 Burlington Columbia, MO 65202	1 - 7	0
46. St. Louis Public Schools	Darrell Spencer Job Placement Spclst	N/A	5101 McRee Ave St. Louis, MO 63110	1 - 7	0
47. State Fair Community College	Amy Schroeder Career Director	N/A	3201 W. 16 th St. Sedalia, MO 65301	1 - 7	0

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Company Name	Contact Name and Title	E-mail	Address	Position for which this source was utilized	Total number of interviews this resource provided
48. National Association of Broadcasters	N/A	nab@nab.org	1771 N Street NW Washington, DC 20036	1 - 7	0
49. American Women in Radio & Television	N/A	N/A	1760 Old Meadow Rd Suite 500 McLean, VA 22102-4306	1 - 7	0
50. RTDNA	N/A	N/A	4121 Plank Rd Fredericksburg, VA 22314	1 - 7	0
51. Missouri Broadcasters Assn.	Don Hicks, Executive Director	dhicks@mbaweb.org	P.O. Box 104445 Jefferson City, MO 65110-4445	1 - 7	0
52. Association for Women in Communications	N/A	N/A	3337 Duke St. Alexandria, VA 22314	1 - 7	0
53. Emma Brown Foundation for Minority Interests in Media	N/A	N/A	1299 Pennsylvania Ave. NW. 9 th Floor Washington, DC 20004-2400	1 - 7	0
54. International Women's Media Foundation	N/A	N/A	1625 K St. NW. Suite 1275 Washington, DC 2006	1 - 7	0
55. National Association of Black College Broadcasters	N/A	N/A	P.O. Box 3191 Atlanta, GA 30302	1 - 7	0
56. National Association of Black Journalists	N/A	N/A	8701-A Adelphi Rd Adelphi, MD 20783-1716	1 - 7	0
57. National Association. Of Black-Owned Broadcasters	N/A	N/A	1155 Connecticut Ave NW Suite 600 Washington, DC 20036	1 - 7	0
58. National Association of Hispanic Journalists	N/A	N/A	1000 National Press Building Washington, DC 20045-2001	1 - 7	0
59. National Association of Minority Media Executives	N/A	N/A	7950 Jones Branch Dr. McLean, VA 22107	1 - 7	0
60. National Lesbian and Gay Journalists Association	N/A	N/A	1420 K Street NW Washington, DC 20005	1 - 7	0

Company Name	Contact Name and Title	E-mail	Address	Position for which this source was utilized	Total number of interviews this resource provided
61. Native American Journalists Association	N/A	N/A	University of South Dakota 414 Clark St. Vermillion, SD 57069	1 - 7	0
62. Native American Public Telecommunications	N/A	N/A	P.O. Box 83111 Lincoln, NE 68501	1 - 7	0
63. South Asian Journalists Association	N/A	N/A	2950 Broadway New York, NY 10027	1 - 7	0
64. Minorities in Communication	N/A	N/A	1621 College St Columbia, SC 29208	1 - 7	0
65. Asian American Journalist Association	N/A	N/A	1182 Market St. Suite 320 San Francisco, CA 94102	1 - 7	
66. Black Culture Center	N/A	N/A	813 Virginia Ave Columbia, MO 65211	1 - 7	0
67. CCNMA	N/A	N/A	USC Annenberg School of Journalism 727 W. 27 th St. Los Angeles, CA 90089-7725	1 - 7	0
68. Black Broadcasters Alliance	N/A	N/A	3474 Wm. Penn Hwy Pittsburgh, PA 15235-5410	1 - 7	0
69. University of Missouri Employment Opportunities Portal	Lori Goins, Administrative Asst.	goinsl@missouri.edu	1095 Virginia Avenue Columbia, MO 65211	1 - 7	22
70. Facebook	News Director, KOMU	Woelfels@missouri.edu	5550 Highway 63 South	0	0
71. Employee Referrals				1,3,5	4
72. Current Employee				0	0

*KOMU-TV has broadcast 2-4 times per month announcements soliciting organizations who wish to receive information about job openings at KOMU-TV. To date no organizations have responded.

Appendix 3 to
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Section 3: (Non-Vacancy Specific) Recruitment Activities Undertaken by KOMU-TV

Scholarship Program

Each year, KOMU-TV, along with KBIA-FM, presents a scholarship to the outstanding minority student in the Broadcast News sequence in the Missouri School of Journalism. The student must have the qualities of energy, enthusiasm, accuracy, and a desire to excel in journalism. The student selected must also have at least one year of school remaining. KOMU-TV News Department Representative and Missouri School of Journalism Instructor Greeley Kyle, under consultation with a staff member from KBIA, made the selection which was awarded in May of 2011. This year the scholarship was awarded to a male minority student currently enrolled as a senior for fall 2012 at the University of Missouri's School of Journalism.

Internship Program

The KOMU-TV internship program exposes college students to the dynamic responsibilities of a television station. Interns work 5-10 hours a week learning basic station operations. Past interns benefitted from opportunities in the station's Production, Promotion and Sales Departments. During the 2011 Fall Semester, 1 intern gained experience in KOMU's Promotion Department. This intern's performance motivated the station to hire her as a part time employee while still a student. During the spring semester, one intern gained experience in KOMU's Promotion Department and another intern gained experience in the Creative Services Department. A number of past interns were employed with KOMU-TV after graduation.

Station Visits/Tours

KOMU-TV staff members regularly conduct station tours. Participants, which include students from local schools, local youth groups and other community organizations, are provided with opportunities to observe station operations and ask questions regarding station operations and opportunities in the broadcast industry. The station's staff often assists local youth groups with information necessary to help them obtain merit badges.

Date	Organization	Notes – Station Tours
10/13/11	Centralia High School	A tour was given to an electronic journalism class of 16- and 17-year-olds from Centralia High School.
1/3/12	Cub Scout Pack	A tour was given to a small group of 6-7 year old boys. They learned about newsgathering.
1/11/12	Girl Scouts	A tour was given to a group of 17 girl scouts. They learned about newsgathering.
1/20/12	ACT	Five children aged 14+ were given a tour. They learned about careers in journalism.
1/20/12	ACT	Five adults came for a tour at KOMU. They learned about newsgathering.
1/25/12	Boy Scouts	Ten 6-year-old boy scouts came to KOMU to learn about newsgathering.
1/26/12	Girl Scouts	A tour was given to a large group of 10 and 11 year old girls. They learned about careers in TV.
2/24/12	Cub Scouts	A tour was given to a small group of 6-7 year old boys. They learned about newsgathering.
3/6/12	CHRG	A group of homeschooled children ages 5-13 came to KOMU to learn about broadcast journalism.
3/7/12	Cub Scouts	A group of 7-8 year old boys came to KOMU to learn about careers in TV.
3/8/12	CHRG	A group of homeschooled children ages 6-14 came to KOMU to learn about broadcast journalism.
3/12/12	Tiger Cubs	A tour was given to a group of 12 Tiger Cubs and their families. They learned about newsgathering.
3/22/12	Cub Scouts	A group of Cub Scouts came to KOMU to learn about journalism and television.
3/27/12	CHRG	A group of homeschooled children came to KOMU to learn about weathercasting.
4/3/12	Girl Scouts	A group of 12 Girl Scouts came to KOMU to learn about newsgathering.
4/11/12	Community R6 LAII Class	A group of 22 high school students and teachers came to KOMU to learn about careers in broadcast journalism.
6/12/12	Boys and Girls Club	Nineteen 11-14 year olds came to KOMU to learn about journalism and television.

Career Day/Partners in Education

KOMU-TV staff members are often involved in local efforts for career education in Mid-Missouri. The station's staff members regularly visit area schools where they speak about journalism and broadcasting and the opportunities within those industries.

Date	Organization	Notes – Community Involvement
10/5/11	Columbia Career Center	Eric Blumberg attended a committee meeting giving advice to Columbia's high school TV production department.
10/10/11	MU Journalism School	Sarah Hill spoke to class at MU's journalism school about U_News.
10/12/11	Centralia	Students from Centralia visited KOMU for a tour led by Megan Murphy.
10/14/11	MU Journalism School	Megan Murphy spoke at a "Real World" luncheon for MU's journalism school.
10/19/11	High School TV Students	Thirty high school television student visited KOMU for a special tour given by Eric Blumberg.
10/19/11	MU Journalism School	Sarah Hill spoke about viewer engagement and U_News to MU Journalism School students.
10/26/11	Fatima High School	Megan Murphy had two 18-year-old students from Fatima High School follow her for a day.
10/27/11	Columbia Rotary Club	Sarah Hill spoke to the Columbia Rotary Club about U_News and viewer engagement.
11/7/11	MU Journalism School	Sarah Hill spoke to MU Journalism School students about U_News and the future of journalism.
11/16/11	Eden Prairie, MN school	Sarah Hill spoke about U_News to prospective j-school students in Minnesota via a Google+ Hangout.
11/30/11	Fulton Rotary Club	Sarah Hill spoke to the Fulton, Mo. Rotary Club about U_News.
12/5/11	MU Journalism School	Sarah Hill spoke to MU Journalism School students about U_News at a brown bag forum.
12/6/11	Broadcast Capstone	Megan Murphy spoke in a MU journalism school capstone class.
12/7/11	Fayette Rotary Club	Sarah Hill spoke to the Fayette, Mo. Rotary Club about U_News.
3/19/12	MU Journalism School	Eric Blumberg spoke to MU journalism school students about sports reporting.
3/20/12	MU Journalism School	Sarah Hill attended First amendment Week at the Missouri School of Journalism.
3/21/12	MU Journalism School	Sarah Hill taught a webinar on how to use Google Plus Hangouts.
3/22/12	Midway Heights Elementary	Eric Aldrich attended Midway Heights Elementary for a weather visit.
3/22/12	Mill Creek Elementary	Eric Aldrich attended Mill Creek Elementary for a weather visit.
3/26/12	South Elementary	Eric Aldrich attended South Elementary for a weather visit in the kindergarten and 5 th grade classrooms.
4/3/12	Pakistani Journalists	Sarah Hill taught a session with Pakistani journalists.

Date	Organization	Notes – Community Involvement (cont.)
4/5/12	Boone County Fire Protection	Megan Murphy attended a Boone County Fire Protection meeting to discuss how to prepare students for fire scenes.
4/9/12	Boy Scouts	Michelle Bogowith hosted a group of ten Boy Scouts for a weather visit at KOMU.
4/9/12	Boonville Elementary	Michelle Bogowith visited Boonville Elementary to talk to a group of kindergarteners about weather.
4/11/12	MU Journalism School	Chris Gervino spoke with a multimedia journalism class at the MU Journalism School.
4/12/12	Mill Creek Elementary	Michelle Bogowith visited Mill Creek Elementary to talk to a group of kindergarteners about the weather.
4/16/12	Girl Scouts	Michelle Bogowith visited a local elementary school to talk to a group of Girl Scouts about weather.
4/25/12	MU Journalism School	Michelle Bogowith guest spoke in a classroom on the MU campus.
4/26/12	Mill Creek Elementary	Eric Aldrich attended Mill Creek Elementary for a weather visit.
4/26/12	local elementary school	Michelle Bogowith hosted a group of second graders for a weather school visit at KOMU.
5/2/12	Christian Fellowship	Michelle Bogowith visited Christian Fellowship to talk to a group of 3 rd graders about weather.
5/3/12	Blue Ridge Elementary	Megan Murphy, Eric Aldrich and Michelle Bogowith visited Blue Ridge Elementary for a Work Writing Celebration.
5/8/12	Jonesburg Elementary	Michelle Bogowith spoke to a group of elementary school students about weathercasting.
5/10/12	Alpha Hart Elementary	Michelle Bogowith attended Alpha Hart Elementary for a weather school visit.
5/11/12	Fairview Elementary	Eric Aldrich visited Fairview Elementary for a school weather visit.
5/11/12	Ft. Leonard Wood	Eric Blumburg visited Ft. Leonard Wood to help conduct media training for the Army.
5/15/12	Cosmopolitan Cosmotology Concepts	Eric Aldrich spoke to a group of 20 adults about severe weather.
5/16/12	Benton Elementary	Michelle Bogowith spoke to a group of Benton Elementary 4 th graders about weathercasting.
5/25/12	MU Journalism School	Sarah Hill led a forum about how to use Google Plus Hangouts.
6/7/12	University of Missouri	Eric Aldrich acted as a panelist speaker on climate change and weather patterns.

Employee Training

A web based video news program focusing on a variety of workplace human resource issues is shared monthly with station management. Sample topics include: dress codes, employee time wasters, engaging and motivating employees, discrimination, updates on issues from the National Labor Relations Board, social media in the work place, effective documentation, absenteeism and use of criminal background checks. Videos are supplied by the Missouri Broadcasters Association.

KOMU-TV consistently cross trains part time employees specifically in our production department to encourage development and potential full time opportunities. KOMU's Production Department tends to promote from within due to this practice. Many part time production employees are students looking to develop skills and prepare themselves for employment after graduation.

Student Lab

KOMU-TV's newsroom is a teaching lab for the University of Missouri School Of Journalism. KOMU-TV's existence and ownership by the University of Missouri is based upon the model of providing a real world experience to broadcast journalism students. Journalism students report, produce and anchor newscasts as part of their educational experience. Each semester more than 200 journalism students enhance their skills in the KOMU-TV newsroom. Graduates of the University of Missouri School Journalism are highly sought after job candidates due to their hands on experience and knowledge gained in the KOMU-TV Newsroom. KOMU-TV is the only commercially operated network affiliated television station where journalism students participate in the production of all news programs.